

Message Text

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ACTION COME-00

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INR-10 NSAE-00 RSC-01 RSR-01 /069 W

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TO SECSTATE WASHDC 389

INFO MBASSY COPENHAGEN 2076

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2407

E.O.11652: N/A

TAGS: BEXP SW

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

EMBASSY PROPOSES FOLLOWING ACTION PROGRAM FOR FY 1974:

A) OBJECTIVE ONE:

PROMOTE US EXPORTS TO SWEDISH THROUGH EMBASSY-WIDE SUPPORT OF ACTIVITIES OF US TRADE CENTER FOR SCANDINAVIA IN STOCKHOLM:

A) ACTION ONE: PERFORM MARKET RESEARCH AND PROMOTE SHOWS ON: INDUSTRIAL PROCESS CONTROLS; BUILDING MATERIALS; POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION; ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT; HOTEL AND RESTURANT EQUIPMENT; ELECTONIC DATA PROCESSING EQUIPMENT; RECREATIONAL AND SPORTS EQUIPMENT; GAS SYSTEMS; OFFICE EQUIPMENT; SECURITY DEVICES; AND SCIENTIFIC INSTRUMENTATION.

2) ACTION TWO: OBTAIN COOPERATION OF ALL ELEMENTS OF EMBASSY IN SUPPORT OF THESE ACTIVITIES, E.G. COMMERCIAL ATTACHE FINDS AGENTS FOR EXHIBITORS, PREPARES WTDR'S, ETC.; ECONOMIC OFFICERS PREPARE INDUSTRIAL OUTLOOK REPORTS, PROMOTE EXIMBANK PROGRAMS, ETC.; AGRICULTURAL ATTACHE ASSISTS WITH PROMOTION OF AGRICULTURAL-RELATED PRODUCTS; CONSUL PROVIDES HANDOUTS TO BUSINESS TRAVELERS TO USA, ETC.

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B) OBJECT TWO:

PROMOTE US EXPORTS TO SWEDISH THROUGH NORMAL ACTIVITIES OF COMMERCIAL ATTACHE:

A) ACTION ONE: CONTINUE RAPID EXPANSION OF TRADE OPPORTUNITIES PROGRAM THROUGH FOLLOW-UP OF LEADS FROM AGENCY FINDING ACTIVITIES, USERS OF COMMERCIAL LIBRARY, ETC.

2) ACTION TWO: IN CLOSE COORDINATION WITH OTHER ECONOMIC OFFICERS, CONTINUE TO REPORT PROMPTLY AND THOROUGHLY ON LARGE PROJECTS PLANNED IN THE COUNTRY WHICH MAY LEAD TO SUBSTANTIAL EXPORT OPPORTUNITIES.

3) ACTION THREE: CONTINUE TO WORK CLOSELY WITH DEFENSE ATTACHE ON OPPORTUNITIES FOR MILITARY SALES, WITH AGRICULTURAL ATTACHE ON OPPORTUNITIES FOR AGRICULTURAL SALES AND SIMILARLY WITH ALL OTHER ELEMENTS OF EMBASSY STAFF.

C) OBJECTIVE THREE:

SUPPORT WASHINGTON AND GENEVA EFFORTS TO OBTAIN COMPENSATION FROM SWEDISH AND THE EUROPEAN COMMUNITY (EC) FOR LOSS OF US TRADE AS A RESULT OF THE FREE TRADE AGREEMENT BETWEEN EC AND SWEDEN.

1) ACTION ONE: BE ALERT FOR CONCRETE EVIDENCE OF SHIFT IN SOURCING OF SWEDISH COMPONENT PURCHASES AS RESULT OF NEW MORE RESTRICTIVE RULES OF ORIGIN AND REPORT PROMPTLY TO WASHINGTON AND GENEVA.

2) ACTION TWO: REPORT ON HIDDEN EXPORT SUBSIDIES AND OTHER PRACTICES WHICH MIGHT BE USED BY US DELEGATION TO GATT AS EVIDENCE IN SUPPORT OF US NEGOTIATING POSITION.

D) OBJECTIVE FOUR:

PROMOTE INCOME ON "INVISIBLE" ACCOUNT TO BOLSTER US BALANCE OF PAYMENTS:

1) ACTION ONE: PROMOTE SWEDISH INVESTMENT IN US BY ARRANGING FOR FOLLOW-UP TO "INVEST IN USA" CONFERENCE, ARRANGE VISIT OF INDUSTRIAL DEVELOPMENT ATTACHE FROM BRUSSELS AND ANSWERING INQUIRIES FROM SWEDISH AND AMERICAN BUSINESSMEN REGARDING INVESTMENT AND LICENSING OPPORTUNITIES.

2) ACTION TWO: WITH LIMITED FACILITIES AVAILABLE, PROMOTE TRAVEL AND TOURISM IN THE US.

E) RESOURCE REALLOCATION:

1) CONTINUE TO REVIEW CERP REPORTING REQUIREMENTS WITH THE UNCLASSIFIED

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AIM OF ELIMINATING AS MANY REQUIREMENTS AS POSSIBLE AND REPLACING OTHERS BY PUBLICATIONS WHERE FEASIBLE.

2) ACTION TWO: INTENSIFY AND EXPAND USE OF FORMS AND FORM LETTERS FOR MOST ROUTINE CORRESPONDENCE TO FREE STAFF TIME FOR MORE SUBSTANTIVE MATTERS.

3) ACTION THREE: ASSIGN TO OUTSIDE CONTRACTORS AS MUCH OF WTDR WORKLOAD AS POSSIBLE. THIS IS IMPORTANT IN LIGHT OF HEAVY WTDR REQUIREMENT IMPOSED BY COMMERCE OIM TARGET

INDUSTRIES RESEARCH PROJECTS.

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